



Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WPTY	10/30/12	11/05/12	M-F 6a-7a News ABC 24 News at 6a	CM	6:00 AM-7:00 AM	MTWTF--	:30	12	\$40.00	P-4	0.00	NM	12	\$480.00
AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		12				\$40.00		0.00			
2	WPTY	11/06/12	11/06/12	M-F 6a-7a News ABC 24 News at 6a	CM	6:00 AM-7:00 AM	-T-----	:30	2	\$40.00	P-4	0.00	NM	2	\$80.00
AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----		2				\$40.00		0.00			
3	WPTY	10/30/12	11/05/12	Good Morning America Good Morning America	CM	7:00 AM-9:00 AM	MTWTF--	:30	12	\$40.00	P-4	0.00	NM	12	\$480.00
GMA															

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WPTY	10/30/12	11/05/12	Good Morning America	CM	7:00 AM-9:00 AM	MTWTF--	:30	12	\$40.00	P-4	0.00	NM	12	\$480.00
Good Morning America															
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--		12			\$40.00			0.00			
4	WPTY	11/06/12	11/06/12	Good Morning America	CM	7:00 AM-9:00 AM	-T-----	:30	2	\$40.00	P-4	0.00	NM	2	\$80.00
Good Morning America															
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----		2			\$40.00			0.00			
5	WPTY	10/30/12	11/05/12	M-F 9a-10a	CM	9:00 AM-10:00 AM	MTWTF--	:30	2	\$70.00	P-2	0.00	NM	2	\$140.00
M-F 9a-10a															
KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--		2			\$70.00			0.00			
6	WPTY	11/06/12	11/06/12	M-F 9a-10a	CM	9:00 AM-10:00 AM	-T-----	:30	1	\$70.00	P-2	0.00	NM	1	\$70.00
M-F 9a-10a															
KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----		1			\$70.00			0.00			
7	WPTY	10/30/12	11/05/12	M-F 10a-11a	CM	10:00 AM-11:00 AM	MTWTF--	:30	6	\$150.00	P-4	0.00	NM	6	\$900.00
M-F 10a-11a															
VIEW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--		6			\$150.00			0.00			
8	WPTY	11/06/12	11/06/12	M-F 10a-11a	CM	10:00 AM-11:00 AM	-T-----	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
M-F 10a-11a															
VIEW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----		1			\$150.00			0.00			
9	WPTY	11/03/12	11/03/12	Sa 6p-630p News	CM	6:00 PM-6:30 PM	-----S-	:30	1	\$50.00	IPR	0.00	NM	1	\$50.00
ABC 24 News at 6p															
(6:00 PM-6:30 PM)															
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		1			\$50.00			0.00			
10	WPTY	11/05/12	11/05/12	Mon Spec	CM	7:00 PM-9:00 PM	M-----	:30	1	\$1,000.00	P-4	0.00	NM	1	\$1,000.00
Dancing With the Stars															
DANCING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1			\$1,000.00			0.00			
11	WPTY	11/03/12	11/03/12	Good Morning America	CM	7:00 AM-8:00 AM	-----S-	:30	1	\$25.00	P-4	0.00	NM	1	\$25.00
Good Morning America															
SAT GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		1			\$25.00			0.00			
12	WPTY	11/04/12	11/04/12	Good Morning America	CM	7:00 AM-8:00 AM	-----S	:30	1	\$25.00	P-4	0.00	NM	1	\$25.00
Good Morning America															
SUN GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		1			\$25.00			0.00			
13	WPTY	11/04/12	11/04/12	Su 5p-530p News	CM	5:00 PM-5:30 PM	-----S	:30	1	\$75.00	P-4	0.00	NM	1	\$75.00
ABC 24 News at 5p															
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		1			\$75.00			0.00			
14	WPTY	10/30/12	11/05/12	M-F 10p-1035p	CM	10:00 PM-10:35 PM	MTWTF--	:30	3	\$150.00	P-3	0.00	NM	3	\$450.00
ABC 24 News at 10p															
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--		3			\$150.00			0.00			
													Totals	46	\$4,005.00

Totals	46	\$4,005.00
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Rep Order# 9853144 Ver# 1 Status New
EC'd No

Traffic Order# 68863
Printed: 10/29/2012 8:25 AM
Last Received: 10/27/2012 11:48 AM
Showing Buylines: All Lines

Station WPTY-TV MEMPHIS, TN
Advertiser () POLITICAL
Product NUNNELBE FOR CON.
Estimate#
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E
Flight Dates 10/23/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () RYAN GORDON
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

**NEW POLITICAL ORDER
TTL=4005
PLEASE CONFIRM ASAP RYAN 10/27

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F,M	6A-7A	AM NEWS	:30	\$40.00	10/30-11/05	12	1	12	\$480.00	
	2	TU	6A-7A	AM NEWS	:30	\$40.00	11/06-11/06	2	1	2	\$80.00	
	3	TU-F,M	7A-9A	GMA	:30	\$40.00	10/30-11/05	12	1	12	\$480.00	
	4	TU	7A-9A	GMA	:30	\$40.00	11/06-11/06	2	1	2	\$80.00	
	5	TU-F,M	9A-10A	KELLY	:30	\$70.00	10/30-11/05	2	1	2	\$140.00	
	6	TU	9A-10A	KELLY	:30	\$70.00	11/06-11/06	1	1	1	\$70.00	
	7	TU-F,M	10A-11A	VIEW	1:30	\$75.00	10/30-11/05	6	1	6	\$450.00	
	8	TU	10A-11A	VIEW	1:30	\$75.00	11/06-11/06	1	1	1	\$75.00	
	9	SA	6P-630P	EARLY NEWS	30	\$75.00	11/03-11/03	1	1	1	\$75.00	
	10	M	7P-9P	DANCING	1:00:30	\$1,500.00	11/05-11/05	1	1	1	\$1,500.00	

Rep Order# 9853144 Ver# 1 Status New
EC'd No

Traffic Order#

68863

Printed: 10/29/2012 8:25 AM
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Showing Buylines: All Lines

3 of 3

Station WPTY-TV MEMPHIS, TN
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Rep Firm
Sales Office () WASHINGTON
Salesperson () RYAN GORDON
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	SA	7A-8A	SAT GMA	:30	\$25.00	11/03-11/03	1	1	1	\$25.00	
	12	SU	7A-8A	SUN GMA	:30	\$25.00	11/04-11/04	1	1	1	\$25.00	
	13	SU	5P-530P	EARLY NEWS	:30	\$75.00	11/04-11/04	1	1	1	\$75.00	
	14	TU-F,M	10P-1035P	LATE NEWS	:30	\$150.00	10/30-11/05	3	1	3	\$450.00	

—REPORT TOTALS—

Report Totals: 46 / \$4,005.00

—SALES MONTHLY TOTALS—

Nov 12: 46 / \$4,005.00
Sales Totals: 46 / \$4,005.00
Station Totals: 46 / \$4,005.00
Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals \$40,050
CABL 0% UNKN 90% WHBQ 0% WIMT 0% WMC 0%
WPTY 10% WPXX 0% WREG 0%

—COMPETITIVE COMMENTS—

SHARE IS ESTIMATE

Books NOV12
Demos RA35+